

# Siemens AG Uses Loftware to Address Complex Customer and Regulatory Requirements

## Introduction

This case study of Siemens AG is based on an April 2017 survey of Loftware customers by TechValidate, a 3rd-party research service.

“Loftware is a reliable partner, providing leading edge labeling solutions along with outstanding services and support.”

## Challenges

Siemens implemented a Loftware Enterprise Labeling Solution to address complex customer labeling requirements and to ensure compliance with evolving regulations. They also needed a solution that would help them eliminate the costly delays and downtime they were experiencing with their existing labeling solution.

## Use Case

Siemens was able to simplify their label design and empower business users to update labels. This saved a great deal of time and money, increasing customer responsiveness and eliminating costly mistakes.

## Results

After standardizing on a Loftware solution, Siemens was able to reduce the time and costs involved in managing and maintaining multiple label systems. Now they were better equipped to address both evolving regulatory and customer requirements. This also meant being able to improve label accuracy and **reduce the risk of costly errors and regulatory fines.**

By integrating Loftware with existing business applications, Siemens was able to eliminate manual labeling efforts, make label changes quickly, and remove the risks associated with maintaining label data outside of enterprise applications. This also enabled the company to avoid mislabeling errors and scale labeling to meet their business growth while supporting expansion into new markets.

Using Loftware, Siemens was better equipped to improve the handling of requirements such as content, barcodes, images/branding, formatting and language and enable better responsiveness to customer labeling changes.

### Company Profile

Company:  
**Siemens AG**

Company Size:  
**Large Enterprise**

Industry:  
**Industrial Manufacturing**

### About Loftware

Loftware is the global market leader in Enterprise Labeling and Artwork Management solutions with more than 5,000 customers in over 100 countries. Offering the industry's most comprehensive digital platform, with SaaS, cloud-based and on-premise solutions, Loftware redefines how enterprises create, manage and print complex labeling and packaging artwork and scale across their operations. Loftware enables customers to uniquely meet regulatory mandates, mitigate risk, reduce complexity, ensure traceability, improve time to market and optimize costs as they meet customer-specific, brand, regional and regulatory requirements with unprecedented speed and agility.

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